

# ORDER



**Orders**  
**Order / Rev:** 708407  
**Alt Order #:** 06290606  
**Product Desc:** KLINE FOR CONGRESS  
**Estimate:** 212  
**Flight Dates:** 10/23/12 - 10/29/12  
**Original Date / Rev:** 10/26/12 / 10/26/12  
**Order Type:** Political

**KARE**

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Stevens Reed Curcio & Potholm Medi  
**Buying Contact:**  
**Billing Contact:**  
 201 North Union Street, Suite 200  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** JOHN KLINE/R/CON/MN  
**Demographic:** A35+  
**Product Codes:** PL-US House Representative  
**Priority:** P-4  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	45	\$43,350.00	\$36,847.50
10/29/12	10/29/12	12	\$13,400.00	\$11,390.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	45	\$43,350.00	\$36,847.50	0.00
November 2012	12	\$13,400.00	\$11,390.00	0.00
<b>Totals</b>	<b>57</b>	<b>\$56,750.00</b>	<b>\$48,237.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
KARE	24%	\$56,750.00
Market	100%	\$236,458.33

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	11%	\$26,010.42
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	14%	\$33,104.17
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	51%	\$120,593.75
WFTC	0%	\$0.00

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 Estimate: 212  
**KARE**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	10/23/12	10/29/12	M-F 1-2p Rachel Ray	CM	1P-2P	- TWTF - -	:30	2	\$250.00	P-4	0.00	NM	2	\$500.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	- TWTF - -	2		\$250.00		0.00						
2	KARE	10/23/12	10/29/12	M-F 10-1035p KARE News 10p	CM	10-1035P	- TWTF - -	:30	1	\$3,150.00	P-4	0.00	NM	1	\$3,150.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	- TWTF - -	1		\$3,150.00		0.00						
4	KARE	10/23/12	10/29/12	Days of Our Lives Days of Our Lives	CM	12-1p	MTWTF - -	:30	5	\$300.00	P-4	0.00	NM	5	\$1,500.00
DAYS-LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF - -	5		\$300.00		0.00						
5	KARE	10/23/12	10/29/12	M-F 2-3p The Doctors	CM	2P-3P	MTWTF - -	:30	5	\$300.00	P-4	0.00	NM	5	\$1,500.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF - -	5		\$300.00		0.00						
6	KARE	10/23/12	10/29/12	M-F 3-4p DR OZ	CM	3-4p	MTWTF - -	:30	5	\$675.00	P-4	0.00	NM	5	\$3,375.00
DR. OZ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF - -	5		\$675.00		0.00						
7	KARE	10/23/12	10/29/12	M-F 4-430p KARE 11 4 News	CM	4-430P	MTWTF - -	:30	2	\$525.00	P-4	0.00	NM	2	\$1,050.00
KARE 4P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF - -	2		\$525.00		0.00						
8	KARE	10/23/12	10/29/12	M-F 430-5p Jeopardy	CM	430-5P	MTWTF - -	:30	3	\$1,350.00	P-4	0.00	NM	3	\$4,050.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF - -	3		\$1,350.00		0.00						
N 9	KARE	10/23/12	10/29/12	M-F 5-530p KARE 11 5 News	CM	5-530p	MTWTF - -	:30	5	\$1,800.00	P-4	0.00	NM	5	\$9,175.00
KARE 5P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF - -	5		\$1,800.00		0.00						
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
		5	KARE	10/23/12-10/29/12	M-F 5-530p	5-530p		MTWThF - - - -	:30	\$1,975.00	0.00	NM			
10	KARE	10/23/12	10/29/12	M-F 6-630p KARE 11 6 News	CM	6-630p	MTWTF - -	:30	5	\$1,975.00	P-4	0.00	NM	5	\$9,875.00
KARE 6P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF - -	5		\$1,975.00		0.00						
11	KARE	10/23/12	10/29/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	MTWTF - -	:30	5	\$1,000.00	P-4	0.00	NM	5	\$5,000.00
SUNRISE 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF - -	5		\$1,000.00		0.00						
N 12	KARE	10/23/12	10/29/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	MTWTF - -	:30	3	\$2,150.00	P-4	0.00	NM	3	\$7,000.00
ET															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF - -	3		\$2,150.00		0.00						
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
		3	KARE	10/23/12-10/29/12	M-F 630-7p	630pm-7pm		MTWThF - - - -	:30	\$2,700.00	0.00	NM			
N 13	KARE	10/23/12	10/29/12	Today Show Today Show	CM	7-9a	MTWTF - -	:30	5	\$800.00	P-4	0.00	NM	5	\$4,100.00

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	5		\$800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KARE	10/23/12-10/29/12		Today Show	7-9a		MTWThF----	:30		\$900.00		0.00	NM		
14	KARE	10/23/12	10/29/12	M-F 9-10a TODAY	CM	9-10a	MTWTF--	:30	5	\$350.00	P-4	0.00	NM	5	\$1,750.00
TODAY 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	5		\$350.00		0.00						
N25	KARE	10/23/12	10/29/12	M-F 4-430p KARE 11 4 News	CM	4-430P	MTWTF--	:30	2	\$525.00	P-4	0.00	NM	3	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-TWTF--	2		\$525.00		0.00						
Week:		10/29/12	11/04/12	M-----	1		\$525.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	KARE	10/29/12-11/04/12		M-F 4-430p	4-430P		M-----	:30		\$525.00		0.00	NM		
N26	KARE	10/23/12	10/29/12	M-F 430-5p Jeopardy	CM	430-5P	MTWTF--	:30	1	\$1,350.00	P-4	0.00	NM	2	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-TWTF--	1		\$1,350.00		0.00						
Week:		10/29/12	11/04/12	M-----	1		\$1,350.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KARE	10/29/12-11/04/12		M-F 430-5p	430-5P		M-----	:30		\$1,350.00		0.00	NM		
27	KARE	10/27/12	10/27/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	1	\$450.00	P-4	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$450.00		0.00						
													Totals	57	\$56,750.00